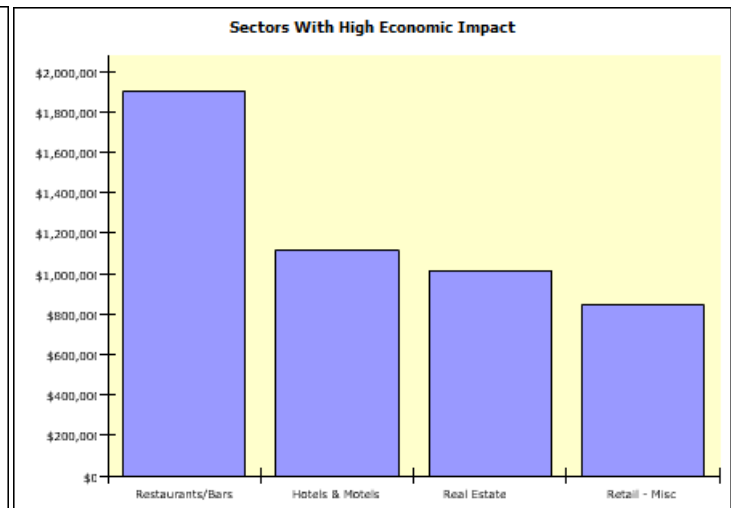
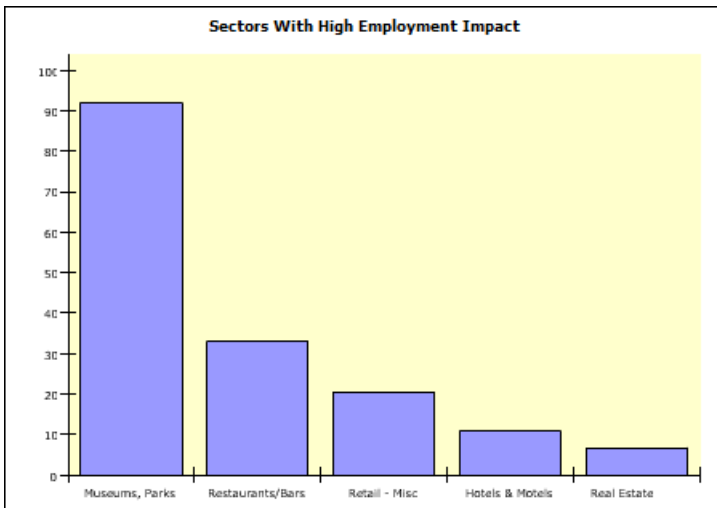




### Economic Impact of MASS MoCA

Annual Budget	Visitors	% Non-local	Year
6,000,000	120,000	80%	2007

	Direct	Indirect	Induced	Total
<b>Programming and Events</b>	\$6,000,000	\$1,838,017	\$2,796,790	<b>\$10,634,807</b>
<b>Non-local Visitors</b>	\$3,941,357	\$953,215	\$1,184,420	<b>\$6,078,992</b>
<b>Total Output Impact</b>	<b>\$9,941,357</b>	<b>\$2,791,232</b>	<b>\$3,981,210</b>	<b>\$16,713,800</b>
<b>Total Jobs</b>	<b>154</b>	<b>20</b>	<b>34</b>	<b>209</b>



### Impact in Specific Economic Sectors

Description	Direct	Indirect	Induced	Total	Jobs
Museums- historical sites- zoos- and parks	\$6,000,000	\$0	\$4,314	\$6,004,314	91.8
Food services and drinking places	\$1,616,688	\$55,653	\$227,159	\$1,899,500	33.0
Hotels and motels- including casino hotels	\$1,078,781	\$16,029	\$18,937	\$1,113,747	10.9
Real estate establishments	\$0	\$783,285	\$233,267	\$1,016,551	6.6
Retail Stores - Miscellaneous	\$813,782	\$2,589	\$29,589	\$845,961	20.6
Imputed rental activity for owner-occupied dw	\$0	\$0	\$553,647	\$553,647	
Retail Stores - Gasoline stations	\$432,106	\$1,420	\$30,363	\$463,889	4.3
Private hospitals	\$0	\$0	\$310,465	\$310,465	2.5
Offices of physicians- dentists- and other he	\$0	\$0	\$253,412	\$253,412	2.0
Insurance carriers	\$0	\$101,819	\$106,655	\$208,474	0.7
Wholesale trade businesses	\$0	\$47,689	\$126,570	\$174,259	1.1
Monetary authorities and depository credit in	\$0	\$43,416	\$103,405	\$146,821	0.7
Electric power generation- transmission- and	\$0	\$102,891	\$39,592	\$142,483	0.2
Telecommunications	\$0	\$56,879	\$73,024	\$129,902	0.3
Management of companies and enterprises	\$0	\$86,443	\$35,088	\$121,530	0.6
Maint & repair construct of nonresident struc	\$0	\$99,449	\$17,287	\$116,737	1.2
Services to buildings and dwellings	\$0	\$82,342	\$21,553	\$103,895	1.5
US Postal Service	\$0	\$78,661	\$19,346	\$98,006	0.8
Other state and local government enterprises	\$0	\$43,498	\$44,802	\$88,299	0.4
Newspaper publishers	\$0	\$75,817	\$12,386	\$88,203	0.9
Retail Stores - Motor vehicle and parts	\$0	\$2,340	\$83,208	\$85,548	0.9
Retail Stores - Food and beverage	\$0	\$1,922	\$82,843	\$84,765	1.3
Office administrative services	\$0	\$67,506	\$15,772	\$83,278	0.4

Description	Direct	Indirect	Induced	Total	Jobs
Accounting- tax preparation- bookkeeping- and	\$0	\$58,699	\$20,410	\$79,109	0.9
Securities- commodity contracts- investments-	\$0	\$15,370	\$58,979	\$74,348	0.3
Nursing and residential care facilities	\$0	\$0	\$74,051	\$74,051	1.3
Natural gas distribution	\$0	\$42,441	\$31,534	\$73,975	
Periodical publishers	\$0	\$62,088	\$11,187	\$73,275	0.3
Pharmaceutical preparation manufacturing	\$0	\$12,279	\$57,744	\$70,022	
Printing	\$0	\$60,572	\$8,262	\$68,834	0.6
Private junior colleges- colleges- universiti	\$0	\$2,171	\$64,563	\$66,734	0.9
Radio and television broadcasting	\$0	\$55,890	\$9,354	\$65,243	0.3
Other private educational services	\$0	\$40,881	\$23,208	\$64,089	1.4
Legal services	\$0	\$29,224	\$33,122	\$62,346	0.6
Retail Stores - General merchandise	\$0	\$1,435	\$60,849	\$62,284	1.2
Medical and diagnostic labs and outpatient an	\$0	\$10	\$57,372	\$57,381	0.7
Retail Nonstores - Direct and electronic sale	\$0	\$1,229	\$55,736	\$56,965	0.4
Automotive repair and maintenance- except car	\$0	\$23,231	\$33,715	\$56,946	0.6
Retail Stores - Building material and garden	\$0	\$1,142	\$54,657	\$55,798	0.6
Waste management and remediation services	\$0	\$37,327	\$15,514	\$52,842	0.3
Retail Stores - Clothing and clothing accesso	\$0	\$921	\$48,493	\$49,415	0.9
Insurance agencies- brokerages- and related a	\$0	\$21,338	\$22,410	\$43,748	0.3
Cable and other subscription programming	\$0	\$34,228	\$7,884	\$42,112	
Advertising and related services	\$0	\$35,987	\$5,030	\$41,017	0.3
Retail Stores - Health and personal care	\$0	\$965	\$38,813	\$39,777	0.5
Management- scientific- and technical consult	\$0	\$34,147	\$5,385	\$39,532	0.3
Civic- social- professional- and similar orga	\$0	\$7,520	\$30,560	\$38,080	0.8
Internet publishing and broadcasting	\$0	\$32,207	\$5,384	\$37,591	0.2
Transport by truck	\$0	\$17,708	\$19,644	\$37,351	0.3
Amusement parks- arcades- and gambling indust	\$0	\$353	\$34,954	\$35,307	0.3
Individual and family services	\$0	\$0	\$34,979	\$34,979	0.7
Architectural- engineering- and related servi	\$0	\$21,707	\$13,001	\$34,708	0.3
Warehousing and storage	\$0	\$25,830	\$7,823	\$33,653	0.4
Home health care services	\$0	\$0	\$32,016	\$32,016	0.7
Directory- mailing list- and other publishers	\$0	\$27,405	\$4,590	\$31,995	
Scenic and sightseeing transportation and sup	\$0	\$25,209	\$4,279	\$29,488	0.3
Automotive equipment rental and leasing	\$0	\$14,398	\$12,664	\$27,063	
Child day care services	\$0	\$0	\$26,919	\$26,919	0.5
Employment services	\$0	\$20,042	\$6,310	\$26,352	1.1
Couriers and messengers	\$0	\$21,587	\$4,356	\$25,943	0.5
Retail Stores - Furniture and home furnishing	\$0	\$1,427	\$24,229	\$25,656	0.3
Environmental and other technical consulting	\$0	\$21,116	\$3,234	\$24,350	0.3
Motion picture and video industries	\$0	\$9,825	\$14,437	\$24,262	0.2
Other computer related services- including fa	\$0	\$16,309	\$7,897	\$24,206	
Grantmaking- giving- and social advocacy orga	\$0	\$2	\$22,775	\$22,777	0.3
Personal care services	\$0	\$1	\$22,759	\$22,760	0.4
Animal (except poultry) slaughtering- renderi	\$0	\$8,801	\$12,716	\$21,518	
Toilet preparation manufacturing	\$0	\$460	\$20,880	\$21,340	
Private elementary and secondary schools	\$0	\$0	\$20,961	\$20,961	0.4
Other plastics product manufacturing	\$0	\$9,415	\$11,277	\$20,692	
Bread and bakery product manufacturing	\$0	\$7,769	\$10,590	\$18,358	0.2
Maint & repair construct of residential struc	\$0	\$2,019	\$16,308	\$18,327	
Retail Stores - Electronics and appliances	\$0	\$548	\$16,473	\$17,021	0.3
Retail Stores - Sporting goods- hobby- book a	\$0	\$447	\$16,488	\$16,935	0.3
*S&LG passenger transit	\$0	\$3,226	\$13,585	\$16,811	0.2
Nondepository credit intermediation and relat	\$0	\$5,531	\$11,043	\$16,574	
Business support services	\$0	\$12,417	\$3,768	\$16,185	0.3
Dry-cleaning and laundry services	\$0	\$5,924	\$9,864	\$15,788	0.2
Other personal services	\$0	\$787	\$14,481	\$15,268	
Electronic and precision equipment repair and	\$0	\$12,308	\$2,926	\$15,233	
Personal and household goods repair and maint	\$0	\$7,937	\$5,943	\$13,880	
Funds- trusts- and other financial vehicles	\$0	\$461	\$13,358	\$13,819	
Travel arrangement and reservation services	\$0	\$10,134	\$3,607	\$13,740	0.2
Computer systems design services	\$0	\$8,553	\$4,264	\$12,818	0.2
Other amusement and recreation industries	\$0	\$1,579	\$10,448	\$12,027	0.3
Community food- housing- and other relief ser	\$0	\$0	\$11,252	\$11,252	0.3
Commercial and industrial machinery and equip	\$0	\$8,821	\$2,146	\$10,967	
Investigation and security services	\$0	\$7,430	\$2,106	\$9,536	0.2

<b>Description</b>	<b>Direct</b>	<b>Indirect</b>	<b>Induced</b>	<b>Total</b>	<b>Jobs</b>
Religious organizations	\$0	\$0	\$9,461	\$9,461	0.1
*S&LG electricity	\$0	\$6,743	\$2,534	\$9,277	
Plastics packaging materials and unlaminated	\$0	\$4,613	\$4,117	\$8,729	
All other miscellaneous professional- scienti	\$0	\$5,305	\$3,416	\$8,721	
Private household operations	\$0	\$0	\$8,546	\$8,546	1.0
Performing arts companies	\$0	\$3,021	\$5,519	\$8,540	0.2
Surgical appliance and supplies manufacturing	\$0	\$329	\$8,133	\$8,461	
General and consumer goods rental except vide	\$0	\$3,025	\$5,316	\$8,341	
Transit and ground passenger transportation	\$0	\$1,520	\$6,403	\$7,923	
Fitness and recreational sports centers	\$0	\$1,022	\$6,814	\$7,836	0.3
Plastics material and resin manufacturing	\$0	\$3,681	\$4,036	\$7,717	
Transport by air	\$0	\$1,574	\$6,135	\$7,709	
Death care services	\$0	\$0	\$7,648	\$7,648	
Transport by rail	\$0	\$3,304	\$3,857	\$7,161	
Promoters of performing arts and sports and a	\$0	\$1,813	\$5,090	\$6,902	0.2
Custom computer programming services	\$0	\$4,581	\$1,825	\$6,406	
Greenhouse- nursery- and floriculture product	\$0	\$912	\$5,480	\$6,392	
Scientific research and development services	\$0	\$2,379	\$3,978	\$6,357	
Veterinary services	\$0	\$238	\$5,080	\$5,318	
Independent artists- writers- and performers	\$0	\$3,494	\$1,785	\$5,279	
Wood windows and doors and millwork manufactu	\$0	\$3,029	\$2,050	\$5,078	
All other chemical product and preparation ma	\$0	\$1,872	\$2,983	\$4,854	
Lessors of nonfinancial intangible assets	\$0	\$3,683	\$1,134	\$4,817	
Other accommodations	\$0	\$347	\$4,336	\$4,683	
Specialized design services	\$0	\$2,329	\$1,965	\$4,294	
Vegetable and melon farming	\$0	\$668	\$3,416	\$4,084	
Commercial and industrial machinery and equip	\$0	\$2,925	\$966	\$3,891	
Other information services	\$0	\$1,808	\$2,060	\$3,868	
Video tape and disc rental	\$0	\$0	\$3,721	\$3,721	
Fruit farming	\$0	\$214	\$3,218	\$3,431	
Other support services	\$0	\$1,894	\$1,294	\$3,188	
Motor vehicle body manufacturing	\$0	\$971	\$2,065	\$3,035	
Coffee and tea manufacturing	\$0	\$1,548	\$1,406	\$2,954	
Other pressed and blown glass and glassware m	\$0	\$801	\$2,011	\$2,813	
Unlaminated plastics profile shape manufactur	\$0	\$1,753	\$781	\$2,534	
Nonupholstered wood household furniture manuf	\$0	\$2	\$2,532	\$2,534	
Data processing- hosting- ISP- web search por	\$0	\$1,387	\$1,080	\$2,466	
Sign manufacturing	\$0	\$1,942	\$282	\$2,224	
Photographic services	\$0	\$543	\$1,671	\$2,215	
Wood container and pallet manufacturing	\$0	\$1,127	\$1,084	\$2,210	
Spectator sports companies	\$0	\$1,233	\$883	\$2,116	
Software publishers	\$0	\$798	\$1,048	\$1,846	
Cattle ranching and farming	\$0	\$737	\$1,081	\$1,818	
Curtain and linen mills	\$0	\$142	\$1,624	\$1,767	
Surgical and medical instrument- laboratory a	\$0	\$9	\$1,715	\$1,724	
Sawmills and wood preservation	\$0	\$1,078	\$643	\$1,721	
Watch- clock- and other measuring and control	\$0	\$62	\$1,612	\$1,674	
Water- sewage and other treatment and deliver	\$0	\$558	\$966	\$1,524	
Dental equipment and supplies manufacturing	\$0	\$73	\$1,409	\$1,482	
All other crop farming	\$0	\$930	\$448	\$1,377	
Sound recording industries	\$0	\$340	\$1,022	\$1,362	
Soft drink and ice manufacturing	\$0	\$832	\$455	\$1,287	
Glass product manufacturing made of purchased	\$0	\$296	\$966	\$1,262	
All other basic inorganic chemical manufactur	\$0	\$325	\$837	\$1,162	
Machine shops	\$0	\$669	\$478	\$1,148	
Paper mills	\$0	\$760	\$373	\$1,133	
Animal production- except cattle and poultry	\$0	\$543	\$509	\$1,052	
Transport by water	\$0	\$92	\$938	\$1,030	
Computer terminals and other computer periphe	\$0	\$274	\$709	\$983	
Other industrial machinery manufacturing	\$0	\$588	\$386	\$974	
Construct other new residential structures	\$0	\$466	\$481	\$947	
Blind and shade manufacturing	\$0	\$7	\$911	\$918	
Bowling centers	\$0	\$21	\$880	\$901	
All other paper bag and coated and treated pa	\$0	\$522	\$375	\$897	
Book publishers	\$0	\$41	\$798	\$839	

<b>Description</b>	<b>Direct</b>	<b>Indirect</b>	<b>Induced</b>	<b>Total</b>	<b>Jobs</b>
Car washes	\$0	\$158	\$668	\$826	
Chocolate and confectionery manufacturing fro	\$0	\$436	\$357	\$793	
Apparel accessories and other apparel manufac	\$0	\$7	\$683	\$690	
Industrial mold manufacturing	\$0	\$333	\$312	\$645	
All other food manufacturing	\$0	\$221	\$364	\$585	
Metal cutting and forming machine tool manufa	\$0	\$363	\$219	\$582	
Coating- engraving- heat treating and allied	\$0	\$359	\$203	\$562	
Poultry and egg production	\$0	\$77	\$447	\$524	
Valve and fittings other than plumbing manufa	\$0	\$306	\$164	\$470	
Other concrete product manufacturing	\$0	\$265	\$169	\$434	
Cutting tool and machine tool accessory manuf	\$0	\$251	\$182	\$432	
Power- distribution- and specialty transforme	\$0	\$212	\$207	\$418	
Ammunition manufacturing	\$0	\$213	\$175	\$389	
Wiring device manufacturing	\$0	\$193	\$173	\$366	
Support activities for agriculture and forest	\$0	\$57	\$288	\$344	
Support activities for printing	\$0	\$280	\$59	\$339	
Pottery- ceramics- and plumbing fixture manuf	\$0	\$132	\$137	\$269	
Mining and quarrying stone	\$0	\$144	\$67	\$211	



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